



Press Release

November 16, 2009  
Citi Cards Japan, Inc.

**Diners Club Presents  
a First-of-its-Kind Jazz Contest on YouTube**

**Winners will be Invited to Perform at Blue Note Tokyo with Prominent Jazz Artists**

Citi Cards Japan, Inc., the issuer of Diners Club credit card, and YouTube™, a web-based video sharing service provider, launched “Diners Club Presents – Jazz Session on YouTube” on November 16, 2009. This is the first time in the world of jazz for a contest to be held on YouTube. For Diners Club, the platform will enable new jazz musicians and aficionados to be showcased as well as attract new card members from among the many users who leverage YouTube video messages to communicate with the world.

The selection of winners will be conducted by viewer poll as well as a panel of expert judges led by well-known jazz critic Yozo Iwanami. Winners of each category will be invited to perform together with prominent artists at Blue Note Tokyo.

Through “Diners Exclusive Experiences,” Diners Club provides its card members unique, memorable experiences and events across various genres ranging from music to dining to sports to culture.

Dennis Hussey, President and CEO of Citi Cards Japan, Inc., commented on the sponsorship as follows. “We are pleased to hold a unique event by partnering with YouTube and are thrilled that Diners Club Presents - Jazz Session on YouTube will appeal to countless jazz music aficionados in Japan. We look forward to our card members enjoying the artists’ collaboration performance at Blue Note Tokyo.”

In the final concert, to be held at Blue Note Tokyo on February 21, 2010, top artists Bob James, Akira Jimbo and Tetsuo Sakurai will perform live together with the contest winners. Moreover, it is notable that this will be the first time Blue Note Tokyo is leveraging the Internet for a contest.

The event details are as follows:

**Diners Club Presents – Jazz Session on YouTube**

Application:	November 16, 2009 – January 11, 2010
Voting:	December 1, 2009 – January 17, 2010
Eligibility:	Limited to residents of Japan only. * Minors must obtain the permission of guardians before participating. Winners who are younger than 18 years of age will not be able to participate in the final event.
Application Method:	Entry by accessing YouTube site <a href="http://www.youtube.com/user/YTJazzJP">http://www.youtube.com/user/YTJazzJP</a> . For details on terms and conditions of the application, please access YouTube top page→channel page→contest page.
Instrument Categories:	Piano, bass, guitar, vocal, horns, drums, others
Submission Tunes:	But Not for Me, Summertime, I Got Rhythm, Someone to Watch Over Me, My Foolish Heart
Duration of Video Footage:	Maximum of 5 minutes (videos longer than 5 minutes will be

	evaluated based on the first 5 minutes).
Chief Judge:	Yozo Iwanami (jazz critic)
Judging Panel:	Bob James, Takafumi Mimori (Swing Journal editor), Yujin Naito (Jazz Life editor), etc.
Evaluation:	First round is December 1, 2009 – January 17, 2010. Participants will be narrowed down to a maximum of 70 people based on the votes from viewers. Final round is January 18 – January 31, 2010. The evaluation will be made by the panel of judges based on technical skills, vitality and musical arrangement.
Awards:	Top Prize (judge panel selects a maximum of 10 winners who will be eligible to participate in the final event.) Top Score Award (special prize to be awarded to submission with highest score) Top View Award (special prize to be awarded to submission with highest number of views)
Announcement of Award Recipients:	To be announced on YouTube in early February.

#### Details of the Final Event

Location:	Blue Note Tokyo, Raika Building, 6-3-16 Minami Aoyama, Minato-ku, Tokyo 107-0062
Date:	Sunday, February 21, 2010; 17:30 – 19:30 (doors open at 16:30)
Participating artists:	Bob James (piano), Akira Jimbo (drums), Tetsuo Sakurai (bass), etc.
Agenda:	Up to 10 winners who are selected (the exact number of winners is not set) will perform together with the participating artists. Special jazz performance by the guest artists will be conducted as well.

#### Participating Artist Profile

Bob James	Released 27 albums and nominated for the Grammy Award 12 times. Considered one of the current American jazz greats.
Akira Jimbo	A top drummer at the forefront of the music scene since making professional debut as a member of Casiopea Japanese jazz fusion band. Invented a unique style of performance called MIDI Drum Trigger System. Featured in Newsweek's "The Top 100 Respected Japanese" in 2007.
Tetsuo Sakurai	Currently a member of Casiopea Japanese jazz fusion band. Released a total of 42 albums since professional debut. Engaged in a wide range of activities through both musical composition and bass play.

\*Media will receive additional details in advance of the event.

# # #

#### About Citi Cards Japan, Inc.

Citi Cards Japan, Inc. operates the credit card business in Japan for Citigroup, one of the world's largest issuers of credit cards. Citi Cards Japan brings together the strengths of Diners Club, a credit card pioneer in Japan renowned since 1960 for its service and status, and Citi Card, which leverages Citigroup's expertise in global markets to offer a strong suite of products and services for its card members.

**About Blue Note Tokyo**

Blue Note Tokyo is the Tokyo outpost of legendary Blue Note in New York, which commemorated its 20<sup>th</sup> anniversary in November 2008. Blue Note Tokyo serves as a venue where one can enjoy fine cuisine and beverages together with music by top artists in the field of jazz as well as other musical genres. It continues to evolve as a jazz club for mature music lovers to gather, relax and share thrills and joys of music.

**Event-Related Contact:**

YouTube Jazz Session PR Office  
CyberCasting, Inc. & PR  
Person in charge: Koyama  
TEL: 03-5459-0297  
FAX: 03-5428-4647  
MOBILE: 090-7287-6219  
EMAIL: koyama@ccpr.jp

**Media Contact:**

Citi Cards Japan, Inc.  
TEL: 03-6570-9848